



Publicity Guide

Black Hawk County Gaming Association (BHCGA) is proud to partner with cities and organizations that help make a difference in the lives of Cedar Valley residents. Funds granted by the Board of Directors are intended to make the Cedar Valley a stronger, better place to live. Because BHCGA funds come from local gaming dollars, recognition of funding is important to both BHCGA and the Isle Casino and Hotel – Waterloo.

Once your grant has been approved, we ask that you publicize the award in one or more ways:

- Include news of your grant funding in any publications you produce for internal or external communication. This includes brochures, newsletters, annual reports, etc.
- Post on your organization or city's social media channels.
- Include BHCGA's full name and/or logo on plaques, signage, websites, brochures, etc. as applicable.
- Submit press releases to local media.
- Supply BHCGA staff with a photograph of your project or organization. This helps us highlight the projects we support. If possible, please send a photo to holly.althof@bhcga.org.

BHCGA Staff are here to guide and provide you with:

- Local media grant publicity ideas
- Targeting appropriate media outlets
- Press release and publicity media review
- The use of BHCGA logos for use, if appropriate

Questions on publicizing your grant award?

Contact Emily Hanson or Holly Althof at 319-433-1153.

Thank you for the opportunity to partner in helping the Cedar Valley prosper!